



SAFE & SOUND Neighborhood Outreach and Awareness Campaigns

Safe & Sound utilizes a variety of strategies that involve residents, youth and volunteers in mobilizing residents and improving community safety. Many of these strategies are based on community building principles and work towards making neighborhoods safer and bringing residents together to develop relationships and a sense of community.

The goal of this information is to help neighborhoods develop projects that can be run simultaneously which are scalable depending on the number of volunteers, community need and material resources available.

Neighborhood Outreach and Awareness Campaign

Community outreach is a great activity in which youth and adults can get involved. It is easily scalable and supplies are available through Safe & Sound. Door-to-door outreach can be combined with other community building initiatives such as community walks or street surveys.



A neighborhood outreach day begins with establishing a campaign plan, maps and materials. The day of the outreach volunteers will equip themselves with clip-boards, pens or pencils, and 'doors' sheets to record resident responses. Staying together in teams of two on the same block, being aware of hazards such as dogs or broken glass, and crossing streets together helps keep everyone safe.

Following a carefully planned route helps ensure the volunteers are fully utilized and each door on every block is covered when done. A brief introduction and training on street safety, door to door techniques, outreach goals, and campaign strategy overview must be provided before beginning. Don't forget to have a follow-up plan of action before starting the outreach!

Neighborhood Outreach Team

- 6-20 volunteers, pair up and use the buddy system

Supplies

- 1 clipboard per pair
- 2 pens or pencils
- 2-4 outreach 'doors' tracking sheets
- 30-40 outreach packets per block
- Neighborhood street map

Provided by volunteers

- Comfortable shoes
- Sunscreen
- Big smile and fun attitude!
- Cell phone

For More information
Contact Safe & Sound:

Call: (414) 221-6700
Email: info@safesound.org
Visit: www.safesound.org